

Target Market Statement

for Landlord Insurance Products

This document is only intended for insurance intermediaries distributing our products. It must not be provided to any customer either in its original form, or any reproduction. We have designed this document to provide our distributors with an understanding of the type of customers for which we have designed our products considering the customer's characteristics, needs and objectives.

Our role

Home & Legacy is a co-manufacturer and a distributor of the Landlord Products described in this document.

Who is the target market for our Landlord Insurance Products?

Our Landlord Products are suitable for owners of residentially let property in Great Britain, the Isle of Man and the Channel Islands. These may be same target market customers as our Household Insurance Products (typically those considered to be mid/high net worth consumers) but these products are also suitable for other property owners. Customers for these products may own residential investment property or be letting their own residential home under a written tenancy agreement. Their likely needs and objectives include:

- Seeking covers that can be tailored to meet their requirements.
- Insurance cover for their buildings and/or the contents they leave for use by the tenant(s) at their property.
- Legal expenses cover (including cost of litigation) for property disputes, disputes over terms of the tenancy agreement.
- Cover for rent arrears.
- Emergency property assistance.

What are our Landlord Insurance Products main features and benefits?

We offer a range of products to provide specialist cover and offer flexibility, to meet the varying needs and objectives of customers in our identified target market (who meet the required underwriting acceptance criteria) to offer financial protection for their properties. These individuals' likely needs and objectives include:

- An insurance contract that can cover multiple properties insured on a single policy with a common renewal date.
- A high level of standard cover available with options to further extend cover.
- Buildings and/or contents cover for furnished and partially furnished properties (**Prestige and Ultra landlord**) with options to include cover for theft and malicious damage caused by the tenant(s) (**Ultra Landlord**) and/or accidental damage caused by the tenant(s). (**Prestige Landlord and Ultra Landlord**)
- Landlord legal expenses cover included as standard. (**Ultra Landlord**)
- Further options to extend cover to provide rent protection and emergency property assistance. (**Ultra Landlord**).

Landlord's Legal Expenses and Landlord's Rent & Legal Protection covers are also available as standalone products. These products may be suited to customers whose buildings and/or contents insurance is insured with another provider.

Prestige Landlord	Ultra Landlord	Landlord's Legal Expenses	Landlord's Rent & Legal Protection
Buildings and/or contents (loss, damage, legal liabilities)	Buildings and/or contents (loss, damage, legal liabilities)	X	X
Loss of rent up to 20% of Buildings sum insured (following an insured event)	Loss of rent up to 25% of Buildings sum insured (following an insured event)	X	X
X	Landlord's legal expenses (including litigation costs)	Landlord's legal expenses (including litigation costs)	Landlord's legal expenses (including litigation costs)
X	Access to legal helpline 24/7	Access to legal helpline 24/7	Access to legal helpline 24/7
Optional cover: • Accidental damage by tenant	Optional covers: • Accidental damage by tenant	X	X
X	• Theft or malicious damage by tenant	X	X
X	• Emergency property assistance	X	X
X	• Rent arrears (while obtaining repossession)	X	Rent arrears (while obtaining repossession)

Prestige Landlord	Ultra Landlord	Landlord's Legal Expenses	Landlord's Rent & Legal Protection
Also: <ul style="list-style-type: none"> No cancellation or adjustment fees Option for premium finance 12 monthly payments 12.54 APR % (variable) 	Also: <ul style="list-style-type: none"> No cancellation or adjustment fees Option for premium finance 12 monthly payments 12.54 APR % (variable) 	Also: <ul style="list-style-type: none"> No cancellation or adjustment fees Option for premium finance 12 monthly payments 12.54 APR % (variable) 	Also: <ul style="list-style-type: none"> No cancellation or adjustment fees Option for premium finance 12 monthly payments 12.54 APR % (variable)

Who are our Landlord Insurance Products not suitable for?

- Property let for commercial reasons other than for residential rental purposes.
- For Landlord Legal Expenses and Landlords Rent & Legal Protection covers:
 - Property let to tenant(s) in receipt of Universal Credit
 - Property let to tenant(s) who have not been referenced to a standard that meets underwriting acceptance criteria.
 - Property where the monthly rent is more than £6,000.

How are our Landlord Insurance Products distributed?

Our Products distribution is in line with our distribution strategy:

- To provide our Landlord Insurance products to customers who are eligible for the cover in accordance with our application acceptance and/or renewal acceptance criteria.
- By insurance intermediaries/brokers (distributors) who we have approved and monitor on an ongoing basis. For our target market customers with busy lifestyles, our assessment determines this to be their preferred channel.
 - By email and/or telephone, or
 - Online via [Home and Legacy Online](#) our interactive website (**Prestige and Ultra Landlord**).
- Sales can be on an advised or a non-advised sale basis. The product is relatively straightforward; however, distributors must ensure the sales are only to the identified target market customers and with all necessary information provided to the customer to enable informed choices/decisions.

Our Insurance Product Information Documents (IPIDs) produced in standardised format and easily understood and detail the benefits, features and services provided. The Policy wordings provides full details.

Prestige Landlord	Ultra Landlord	Landlord's Legal Expenses	Landlord's Rent & Legal Protection
Download Prestige Landlord IPID	Download Ultra Landlord IPID	Download Legal Expenses IPID	Download Rent & Legal IPID
Download Prestige Landlord Policy	Download Ultra Landlord Policy	Download Legal Expenses Policy	Download Rent & Legal Policy

How frequently are our Landlord Insurance Products reviewed?

- We review all of our Products at least annually and monitor them on an ongoing basis, in accordance our Product Oversight and Governance Framework (POG), to determine that they:
 - Offer and will continue to deliver fair value to customers for the reasonably foreseeable future.
 - Do not have potential to cause customer detriment.
- We are required to collect information from the distributors of our products to assist us in carrying out our product value assessments and the contribution to value to the customer of the distributor/distribution method. We ask distributors about their remuneration (e.g. any fees collected and the price for additional products offered alongside our products such as cost for any premium finance which the distributor arranges (including APR %) to:
 - Determine the total price the customer will pay for our products
 - Have reassurance that there are no conflicts of interest and the arrangements made by the distributor are in the best interests and suitable for our target customers.
- We expect distributors to inform us if they have any concerns about the value of our products or receive any complaints from customers about them.

Our Landlord Insurance Products were last reviewed April 2021 and are next due for review during 2022.